

Digital Sign Boards

The purpose of this policy is to establish guidelines for communicating library-specific messages to building visitors and outside traffic in a visually compelling and flexible way both inside and outside of library buildings. The messages contained therein are designed to support and promote the library's mission of inspiring, enriching, educating and serving our communities.

Library collections, services, events and news, including programming from the Friends of the Library, are publicized through scrolling messages that incorporate text, graphics and animation but not sound.

Appropriate messaging from partnering non-profits or other organizations that provide programs and services to the La Crosse County Library may be included on the digital sign depending on content and as approved by the Library Board. *Examples may include, but are not limited to program information from such groups at the Aging and Disability Resources Center, Onalaska Historical Society or Onalaska Art Keepers.*

The sign will not be used to promote or advertise meetings and events taking place in the library meeting spaces that are not sponsored or hosted by the library. The signs are not available for the promotion of private businesses or for the sale of goods and services and will not be used for personal messaging or political campaigns.

The Library Director, in cooperation with the Library Board retains the right to approve non-library related messages in unique situations such as a public emergency. Messages that are displayed may promote special or signature events for other organizations (other than above), which benefit the community as a whole at the discretion of the Library Director or with the approval of the La Crosse County Library Board. *Examples may include but are not limited to such things as the Onalaska Community Thanksgiving, blood drives or emergent situations in the School District.*

The length of time that any message is displayed will be at the discretion of the Library Director based on the date of the event as well as the number of other messages currently in the posted rotation.